



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: November 16, 2010

TO: Mayor and Councilmembers

FROM: Administration Division, Fire Department

SUBJECT: Firefighters Of Santa Barbara License Agreement

RECOMMENDATION:

That Council authorize the Fire Chief to execute a one-year license agreement between the City of Santa Barbara and Firefighters of Santa Barbara, Inc., for the production of "First Responders – Firefighters of Santa Barbara".

DISCUSSION:

Firefighters of Santa Barbara, Inc., with the assistance and cooperation from the City of Santa Barbara Fire Department, will produce a local tri-county TV program called "First Responders - Firefighters of Santa Barbara" (hereinafter "FRFFSB"). "FRFFSB" will be a 30 minute weekly series (initial run of 14 weeks) airing on Fox 11 at 7:00 PM on Saturday nights. It will provide for exposure of training, fire/life safety messages, and the professional day to day emergency services that are provided by the City of Santa Barbara Fire Department. The program's coverage may be expanded in the future to include the Santa Barbara County Fire Department as well. Production is scheduled to start upon Council approval of the license agreement, with the first shows to be aired in December.

Previously, the City has participated with the same production company resulting in the successful "On Patrol with Santa Barbara PD" series. The license agreement recommended for execution today is adapted from the "On Patrol" agreement and addresses such issues as use of City trademarks, use of Fire Department property, assistance by Fire Department Employees, appropriate compensation, record keeping and accounting. The term of the agreement is one year, and either party may terminate the agreement upon 90 days written notice.

BUDGET/FINANCIAL INFORMATION:

Under the terms of the proposed license agreement, FFSB, Inc. agrees to compensate the Santa Barbara Fire Department the sum of \$1,000 per original episode and \$500 for each rebroadcast thereafter. Depending upon the continued success of the program, it

is anticipated the General Fund would receive approximately \$25,000-\$50,000 per year. The Fire Department has virtually no production responsibilities or production costs.

PREPARED BY: Andrew DiMizio, Fire Chief

SUBMITTED BY: Andrew DiMizio, Fire Chief

APPROVED BY: City Administrator's Office